

interesting. As has been pointed out by the JOURNAL, a very large part of the responsibility for the nostrum-proprietary business is directly traceable to the doctors themselves, who have been worked by the smooth-tongued detail man, and in turn have, probably unconsciously, worked the druggist. Let it be understood once for all that the detail man is not a perambulating educator; he is paid to sell goods or develop a demand for them; it does not matter how he does this, so that he does it. The doctor orders or prescribes a lot of secret-formula stuff, and the druggist is forced to carry it; the druggist finds he too can make a little money by carrying other lines of secret-formula stuff, and does it. Then the doctor turns around and severely criticizes the druggist for departing from his former ethical position. Yet at the same time he depends more than he imagines upon that very same druggist for his knowledge of materia medica. For example: Within the space of two hours, three physicians, all of whom have been in practice more than ten years, came into a certain drug store and left prescriptions which the druggist had to tell them were composed of incompatibles. It was the druggist who had to, on request, suggest the proper ingredients for these same prescriptions. There passes hardly an hour, in any large drug store, that the druggist is not asked by the doctor for information or assistance in questions of materia medica. The degree of dependence of the average doctor upon the average druggist, is not appreciated. Yet let us, by all means, continue to roast the druggist for keeping a junk-shop.

ANOTHER STATE SOCIETY JOURNAL.

"*Journal Missouri State Medical Association*" is the title given to the newest state association journal. It is a very good looking and exceedingly business-like publication, and we believe it will live and do its appointed work. Dr. C. M. Nicholson is the editor, and he, with the assistance of his publication committee, will undoubtedly give the members of the Missouri State Association a first-class journal which will materially aid organization work in that state. In the friendliest spirit possible, we would suggest to the publication committee the necessity for not only a passive but an active war upon the nostrum business and all the other forms of rank quackery that have been so skillfully grafted upon the medical profession by unscrupulous manufacturers during past years. The time has long since passed when we can afford to ignore the rank prostitution of our profession to the commercial desires of nostrum manufacturers. Any preparation of which the active ingredients are unknown, is a nostrum—a secret medicine—a quack remedy—and when a physician uses such stuff he is injuring both himself and his patient, to say nothing of the pharmacist. And furthermore, he is bringing disrepute upon his profession and making himself ridiculous in the eyes of the very commercial ones

who so easily "work" him. Take, for example, the stuff the Gardner-Barada people are so extensively advertising—"uresepin." What it really is, no man knoweth (probably even the manufacturers themselves, do not know!); what it contains is a mystery; the doctor who gives it to his patient does not know what the patient is taking, and may be giving him something that will be highly injurious. This concern at first published a most wonderful and fearful formula with their advertisements. On investigation this "formula" was found to be an absolute lie. Then the concern modified the formula; now they seem to have withdrawn it almost altogether. The *Journal of the A. M. A.* publishes a lot of advertising of this sort, and because it is guilty of breaking to smithers the A. M. A. "principles of ethics," most medical journals of the country do the same thing, and for excuse proudly boast that the advertisement appears in the *Association Journal*, and hence it must be all right. The "uresepin" case already cited is rather a good illustration for the reason that the "ad." was thrown out of our JOURNAL some months ago (as soon as we learned of the fakeness of the "formula"), but is to be found in many journals, among them the *Missouri Journal*, and the "greatest advertising medium for proprietary medicines in this country"—the *Journal A. M. A.* In all probability the publication committee of the Missouri Association did not know any reason for not accepting this advertisement; the members of the committee probably do not know as much about the matter of nostrums and advertising as they will in another year or two! Unfortunately, this excuse cannot be given by the *Journal A. M. A.*

PROGRAM FOR THE NEXT MEETING.

The Committee on Scientific Program for the next meeting of the society has already done considerable work. The time at our disposal, under the present arrangement, will give three full days. The tentative program, at present under discussion by the committee, is to have general symposia in the three forenoons, and section meetings on two of the afternoons, leaving the third afternoon for a drive through the beautiful country about Riverside. One of the forenoons will be devoted to "General Hygiene," "Milk," "Tuberculosis," "Vital Statistics" and "General Public Policy and Legislation." The topics for the two remaining morning symposia have not been definitely chosen, but the following have been mentioned, and suggestions from members of the society are earnestly requested: "Typhoid Fever," "The Stomach," "Diabetes," "The Spleen." Please give this matter your attention, and make such suggestions as may occur to you. The afternoon sessions have been tentatively arranged as follows: One afternoon, "Sections on Genito-Urinary and Skin Diseases," simultaneously with the "Section on Medicine, Pediatrics and Obstetrics"; the second afternoon, "Section on Diseases of the Eye, Ear, Nose and Throat," simultaneously with "Surgery and Gynecology." It is also desired to arrange symposia for the section meetings, and suggestions under this head will be very highly appreciated by the committee. Communications should be addressed to the chairman, Dr. Wallace I. Terry, 751 Sutter street, San Francisco.